



# Communication and Outreach Protocol for Funding Recipients

**March 2019**

*Creating Jobs. Building Communities. Improving Lives*

### Communications-Objectives

1. Position the Delta Regional Authority to be recognized as the leading agency in the Delta region with the tools to grow our small business and entrepreneurial community, help create good-paying jobs, support the development of a skilled and trained workforce, and drive investments into Delta communities.
2. Build public awareness of the importance of DRA investments and policy priorities.
3. Increase public knowledge of DRA projects, policy initiatives, and funding priorities.

The Delta Regional Authority Communications Plan contains strategies to achieve all three of these objectives. One of these strategies requires that the activities of our programmatic areas – such as DRA initiatives and projects – be appropriately branded and follow procedural communication channels. This is where the funding recipients have an important role.

The Delta Regional Authority Office of Public Engagement should be used as a vital resource for the promotion of your project or program. Please contact the Office of Public Engagement at 202-744-3558 or [news@dra.gov](mailto:news@dra.gov) and we will work with your organization to develop a strategy for your project/program and the DRA.

### DRA Brand Requirements for SEDAP and RCAP projects across the Delta

All programs and projects funded by the Delta Regional Authority must be recognized as such and all written and oral communications that reference the Delta Regional Authority shall be consistent.

Attached is a list of detailed requirements for publicizing or presenting a project that includes an investment by the DRA, including when to use the DRA seal and the DRA's communications approval process.

The DRA seal should be used on all materials, where appropriate for projects and programs funded by the DRA. All those materials bearing the DRA seal or any language identifying the DRA as a funding agent or partner in a project or program should go through the DRA Office of Public Engagement for approval and to ensure consistency.

### Who is a "funding recipient?"

The term funding recipient applies to any entity that is receiving funds at any time through a Delta Regional Authorities funding program, to include the States' Economic Development Assistance Program (SEDAP), the Rural Communities Advancement Program (RCAP), and other programs developed by the DRA. This includes: local development districts (also known as PDDs, RPCs, COGs, ADDs, etc.) as well as projects and programs that are awarded funds in any given cycle of funding investments or through emergency/contingency applications.

### What should be submitted for approval?

Any communications that reference the Delta Regional Authority (such as press releases and advisories, public events, website language, program or project marketing materials and collateral, and presentation templates) and/or its investments should be submitted for approval and also include the DRA seal.

The DRA recognizes that you may also have internal policies that require support and collaboration. In addition, we realize that we are often working in partnership with other government agencies and private entities that require support and collaboration. When working together, issues that prevent compliance with these protocols will be addressed on a case-by-case basis. If a concern arises in meeting these requirements, please contact the DRA Office of Public Engagement at (202) 744-3558 or [news@dra.gov](mailto:news@dra.gov). As a DRA partner, we appreciate your compliance with these requirements.

### Web

Funding recipients should include a link to the DRA website from their website in places where the DRA is referenced or the project/program funded by the DRA is outlined. The DRA Web address is

www.dra.gov. It is up to the individual funding recipient where the DRA link can appear on the site, but the language used for the link needs to be as follows:

**SEDAP Investment:** <<Insert Funding Recipient or Project Title>> is funded in part by the Delta Regional Authority (hyperlink to dra.gov). The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states. These investments come through the DRA's States' Economic Development Assistance Program to support job creation and community development projects in the Mississippi River Delta and Alabama Black Belt regions.

**RCAP Investment:** <<Insert Funding Recipient or Project Title>> is funded in part by the Delta Regional Authority (hyperlink to dra.gov). The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states. Through the Rural Communities Advancement Program, the DRA funds regional initiatives like <<Insert Funding Recipient Title>> with the guiding principal to support job creation and community development projects in the Mississippi River Delta and Alabama Black Belt regions.

#### Printed Collateral Materials and Signage

##### Printed/Digital Collateral:

Include the DRA seal – approved seal will be provided or can be found on dra.gov. Also, a descriptive paragraph on the DRA should be included at the bottom of any press release or informational material, where appropriate (pre-approved 34- and 69-word paragraphs are located at the end of this section). The DRA website should be identified in the following format: "For more info about the DRA: DRA.gov."

##### Exterior Signage:

If the project involves construction that is visible to the public, signage should be included in a conspicuous area. Seal may be included on existing signage for projects also funded by USDA, EDA, and other funding partners. The project contractor shall supply, erect, and maintain in good condition a project sign according to the specifications and guidelines set forth below:

Size: 4' x 8' x ¾"

Materials: Exterior grade/MDO plywood (APA rating A-B)

Supports: 4" x 4" x 12' posts with 2" by 4" cross branching

Erection: Posts shall be set a minimum of three feet deep in concrete footings that are at least 12" in diameter.

Paint: Outdoor enamel

Colors: Gold, Stark White, Royal Blue, and Jet Black. Specifically, on white background the following will be placed: "DRA Logo" in color (gold/black); All language on sign should be in black, EXCEPT "Creating Jobs. Building Communities. Improving Lives." in navy blue.

Project signs will not be erected on public highway rights-of-way. If any possibility exists for obstruction of traffic line of sight, the location and height of the sign should be coordinated with the agency responsible for highway or street safety in the area.

The Delta Regional Authority may permit modification to these specifications if they conflict with state law or local ordinances. Program offices providing DRA-funded services also must display a window decal (provided).

*Rough Depiction of Approved DRA External Signage:*

**Provided by Equal Opportunity Employers in partnership with the**

**DELTA REGIONAL AUTHORITY**

**and "Funding Recipient (in all caps)"**

*Creating Jobs. Building Communities. Improving Lives.*

**Christopher R. Caldwell**

**Federal Co-Chairman  
Delta Regional Authority**



**Donald J. Trump**

**President  
United States of America**

Media Relations

Prior to any press outreach on a project or program that is funded in whole or in part through the Delta Regional Authority, the funding recipient must contact the DRA Office of Public Engagement. The DRA may select certain projects and programs to highlight and shall drive communications strategies internally with support from the funding recipient.

In the event that the DRA does not choose to hold an event, the funding recipient/LDD shall keep the DRA Office of Public Engagement informed of all activities and outreach, in case the DRA wishes to participate. The DRA Office of Public Engagement will help funding recipients facilitate press outreach to generate coverage and promotion, if the funding recipient so wishes.

All press releases and press kits that reference DRA-funded activities should include a reference to the fact that this project or program is made possible through a DRA investment using the below descriptions for the respective program.

Following any press inquiries to LDDs or funding recipients, the DRA Office of Public Engagement should be notified immediately so that we can accurately track visibility in the region and provide support to the funding recipient on any necessary follow-up.

All press releases and outreach that mentions the Delta Regional Authority or its investments require approval from the DRA Office of Public Engagement before release.

#### Standardized press release DRA wording:

**SEDAP:** “The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states.”

**RCAP:** “The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states. Through the Rural Communities Advancement Program, DRA funds regional initiatives with the guiding principal to support job creation and community development projects in the Mississippi River Delta and Alabama Black Belt regions.”

If investment comes from any other program or initiative, contact [news@dra.gov](mailto:news@dra.gov) for specific language to use.

#### Submitting Items for Approval

All items submitted for approval should be sent to the DRA Office of Public Engagement at [news@dra.gov](mailto:news@dra.gov).

**Once DRA staff receives the request, please allow 2-3 full business days for approval.**

#### Social Media

Funding recipients that maintain an active social media presence and use social media platforms to promote their projects or programs should coordinate with the DRA Office of Public Engagement regarding posts on Twitter, Facebook, LinkedIn, and YouTube. Coordination will allow the DRA to further echo funding recipient news, announcements, or upcoming events.

The following are the DRA’s maintained social media sites and handles:

- Twitter: @DeltaRegional
- Facebook: /Delta.Regional.Authority
- Instagram: @DeltaRegionalAuthority
- LinkedIn: /company/Delta-Regional-Authority
- YouTube: /DRAvideos
- Flickr: /photos/deltaregionalauthority

We encourage you to follow the DRA's posts for relevant news, announcements, and upcoming events of the DRA as well. Sharing and reposting this information on your own social media platforms assists both funding recipient and the DRA in maintaining an active and prominent presence on social media.

#### DRA Collateral

Funding recipients are encouraged to submit news, updates, and pictures to the DRA's Office of Public Engagement at [news@dra.gov](mailto:news@dra.gov) when these are available. Sending this information to the DRA will help the DRA promote the program/project's success via the DRA's monthly newsletter, weekly news round-up, on social media, and in annual publications.

Additionally, the DRA is happy to help a project or program promote its upcoming events and news in its external publications. For a news piece, announcement, or upcoming event to be included in a weekly round-up, it must be submitted to [news@dra.gov](mailto:news@dra.gov) by the Monday before the newsletter will be released. For inclusion in the monthly newsletter, news and events should be submitted by the 5<sup>th</sup> of the month.

#### Descriptions of the Delta Regional Authority (for external communication)

34 words: The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states.

69 words: The DRA is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives for the people of the Delta region. The DRA works to identify and provide economic development investments to 252 counties and parishes across the eight states of the Delta region. These investments come through the DRA's States' Economic Development Assistance Program to support job creation and community development projects.

#### Recommendations for Internal Relations (Representations)

- Employ communication objectives
- Share knowledge with public on DRA projects and funding priorities
- Promote organizations and projects supported by the DRA
- Build awareness of importance and impact of DRA investments
- Brand the DRA as leading the Delta region to support economic and community

